

Families In Schools is a non-profit organization whose mission is to engage parents in the education of their children as knowledgeable and confident advocates to ensure their children receive the quality of education they must have in order to succeed in life and in the 21st century workforce. FIS is located just west of downtown Los Angeles at Wilshire and Union Avenues, and serves schools and community based organizations throughout Los Angeles County. Through partnerships with T52 our organization has brought attention to the Feria del Libro: A Family Book Fair, that attracted over 35,000 children and their families last year. The event is a major partnership with the City of Los Angeles, the Los Angeles Unified School District, the Los Angeles County Office of Education and First 5 LA.

Our partnership with T52 focuses on producing PSA to promote the feria del libro/book fair, to bring principal talent to the event, to provide media coverage for the event, and to engage author's and literacy experts to public affairs programming to explore the issue of literacy among the Latino community. T52 is the official media sponsor for the event as the result of a bid process conducted by the City of Los Angeles and this is the third year of the partnership. Should the event continue in the future T52 will need to submit a bid for consideration as the official media partner. To date, all major partners have a high level of satisfaction with the support received from T52 staff, and are grateful for a donation of \$15,000 to help offset costs of gift cards for student winners of the Million Word Challenge.